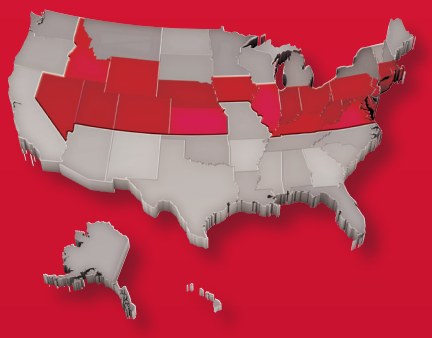
The helpful place.

NORTH



OCTOBER DEADLINES

PROMOTIONAL BULLETIN PRODUCT ORDERING:

6/9/23

PREPRINT OPT IN/OUT: 8/7/23
ACE REWARDS OPT IN/OUT: 7/22/23

OCTOBER 2023 PROMOTIONAL PLANNER

WIN THE MONTH

Table of Contents

IMPORTANT: Included in this Win the Month Planner is the October bulletin ordering information with a due date of 6/9/23.

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PRICING IN THIS PLANNER IS SUBJECT TO CHANGE. TO VIEW ANY CHANGES OR UPDATES TO THE PLANNER, GO TO ACENET > MARKETING > PROMOTIONS > WIN THE MONTH PLANNER > PROMOTION RESOURCES > MONTHLY PROMOTIONAL OFFER UPDATES.

WIN THE MONTH October 2023

Welcome to the 2023 Win the Month Planner! You'll find monthly recommended promotional execution and bulletin ordering information in this book. Our goal is to simplify planning and ordering for promotional execution to ensure you are in stock on the great October deals for your customers.

Important! Any other information can be found on ACENET at the Win the Month home page.

We'll support October with the following promotions:

- Red Hot Buy (10/1/23-10/31/23)
- Ace Rewards Targeted Offers (10/1/23-10/31/23)

Week	TV Length	TV Message	Paint Continuity TV Length
9/25	:15	Buy Online Pick Up In Store /Buy Online Deliver Free to Store/Curbside	
10/2	:15	Buy Online Pick Up In Store /Buy Online Deliver Free to Store/Curbside	
10/9	:15	Buy Online Pick Up In Store /Buy Online Deliver Free to Store/Curbside	
10/16			
10/23			
10/30	:30	Wrap It in Red + Grill Free Assembly & Delivery Tag	

1. Be prepared for the 3 STIHL promotions happening this fall.
2. Read about the Deal of the Month promotion strategy for October 2023. Be sure to order on bulletin 231001-135.
3. Review bulletins and order promotional product by Friday, June 9, 2023.

Title:	**STIHL Fall Promotional Offers**
Sale:	October RHB, November RHB, November Black Friday
Valid Dates:	10/1-10/31, 11/1-11/30
Planning Execution:	Convert your store SKU to the Ace SKU prior to the download of promotional hotsheets – action completed by 9/1

Three STIHL promotional offers will be available this fall to drive more traffic into your stores. Carefully review the promotional execution details below to prepare your point-of-sale systems and ensure your store is ready to receive the promotional hotsheets before they are downloaded.
The national event dates for this promotion are:

- October RHB – October 1-31
- November RHB – November 1-30
- November Black Friday Event – November 15-30
- December Online Only – December 1-25

Promotional Funding:

Ace retailers will receive credit from STIHL distributors based on product warranty registrations. Please contact your STIHL Territory Manager for credit details or other questions.

Promotional Execution:

An MIP sale retail and MDP dollar off will be sent to your POS system via promotional hotsheet and available for pickup September 13 for October and October 12 for November. The MDP dollar off will require a barcode to be scanned at the register, which will be available in the monthly promotional sign kit.

Retailer action needed before September 1st:

To simplify the execution of this promotion at retail, it will be critical to utilize the Ace SKU or make sure your STIHL SKU for these promotional items have the appropriate UPC attached to each item. In addition, Product Sync is required for these items to appear on acehardware.com.

Sign up for Product Sync to benefit from our online marketing efforts. Visit: ACENET> Marketing> Digital Marketing> acehardware.com> Product Sync.

Offers:

BG 56 Gas Leaf Blower – Ace SKU 7000343D (UPC 886661935659)

- $30 off; no limit

BGA 57 Battery Leaf Blower Kit – Ace SKU 7006615D (UPC 886661340323)

- $199.99 starting retail; $50 off; no limit

GTA 26 Battery Garden Pruner Kit – Ace SKU 7008545D (UPC 886661673353)

- $179.99 starting retail; $30 off; no limit

Valid Dates:

Circular + Online Valid Dates: SHERRY REVIEW

Downloaded October 1–October 30 and being advertised in the October RHB and October Ace Rewards Mailer.

Downloaded November 1–30 and being advertised in the November RHB and November Black Friday Event.

Online Only Offer:

December 1-25

Marketing:

In-store signage, circulars, acehardware.com, social media, and Ace Rewards direct mail and email

Manual Instructions:

For STIHL retailers who do not convert to Ace SKU, instructions will be provided in the October execution guide on how to manually build the promotion in your system before the hotsheets are downloaded.

Title:	**Deal of the Month Item**
Sale:	October Red Hot Buy
Valid Dates:	10/1/2023–10/31/2023
Planning Execution:	Buy your “Deal of the Month” item on bulletin for October! This item will offer huge savings for the customer as well as increase sales, transactions, and basket size!

October “Deal of the Month” Item

When planning for this execution strategy, be sure to place your order via bulletin and consider ordering significantly more units than you’re used to selling in line or even on an end cap.

8030501 Peak 50/50 Antifreeze/Coolant 1 gal

Regular Retail: $15.99
Final Sale Retail after IS: $7.99
Promo Margin: 34%
Bulletin Savings: 0%
Bulletin No.: 231001-135
BOM: 1
Limit: 2

Stack this item out on the counter near your register and in your impulse queue! Ask each customer:

“Have you heard about the deal of the month? This antifreeze is normally $15.99 each, but it’s on sale for only $7.99 each! Would you like to add one to your basket?”

Look for a counter mat in your October sign kit and local assets on Ace Marketing Muscle to help promote this “Deal of the Month” item.

Title:	**Opt in to Receive Additional End Cap Header Signs**
Sale:	N/A
Valid Dates:	N/A
Planning Execution:	Opt in to receive three additional end cap header signs in your monthly sign kit.

Based on retailer feedback, stores on the full sign kit now have the ability to opt in to receiving three additional end cap header signs per month. If you would like to opt in, edit your store profile by visiting: ACENET > Marketing > Promotions > Sign Kit Customization > Other > Edit > Edit Store Profile > Add “1” to “End Cap Signs - 3-Add-On” > Select “OK.”

Please note that stores on the full sign kit still have the ability to create up to three additional end cap header signs/window posters each month as well.

Title:	**Window Poster**
Sale:	N/A
Valid Dates:	N/A
Planning Execution:	This window poster is scheduled to be included in the October sign kit.

BUY TWO GET ONE FREE

Select Fire Extinguishers, Smoke Alarms and Carbon Monoxide Alarms

NO LIMIT.

Free item must be of equal or lesser value.

10/1–10/31

RED HOT BUY

BULLETIN ORDERING & EXECUTION

ACTION:

• Plan

Plan the promotional bulletins you will order and the strategy on how you will execute in the store.

• Open Space Zones

Definition: The main aisle a customer most frequently walks in your store.

Action: Determine how many zones your stores can display.

• End Caps

Definition: The available selling area at the end of each aisle.

Action: Determine how many end caps you need to plan for. End caps are numbered in order by highest forecast margin to least based on average monthly sales.

• In Line

Definition: Product promoted during the month that will stay in its permanent home during the sale.

Action: Order as needed for your store.

• Order

Place your bulletin orders in Event Planner utilizing the Promotional Suggested Order (PSO).

• Communicate - 10-Minute Conversation

Communicate the strategy and the products ordered to your Promotions Coordinator using the “10-Minute Conversation with Promo Coordinator” document.

Power Aisle Priority List

Open space zones and end caps are listed in order of highest estimated gross profit dollars to least based on average monthly sales.

Priority Rank	Monthly End Cap Priority Ranking
1	Open Space Zone 1 - Grilling
2	End Cap 1 - Fire Safety
3	End Cap 2 - Insect Control
4	End Cap 3 - Contractor Bags
5	Open Space Zone 2 - Storage and Organization
6	Open Space Zone 3 - Outdoor Living
7	End Cap 4 - Halloween
8	End Cap 5 - Bird
9	End Cap 6 - RV Antifreeze
10	End Cap 7 - YETI
11	End Cap 8 - Oil
12	Open Space Zone 4 - Shippers

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OPEN SPACE – ZONE 1
GRILLING

OPEN SPACE – POWER AISLE ZONE 1 GRILLING

WEBER GRILL TRVLR PRTBLE RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-001

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8060197	10/1–10/31 Y	1	$294.28	$399.00	$399.00	N/A	$399.00	26%	4%

OUTDOOR GRDLE LP BLK 3BR RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-002

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8084667	10/1–10/31 Y	1	$317.22	$449.00	$449.00	N/A	$449.00	29%	4%

OPEN SPACE – ZONE 2
STORAGE AND ORGANIZATION

OPEN SPACE – POWER AISLE ZONE 2 STORAGE AND ORGANIZATION

TRASH BAG MNTAR 13G 34PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-013

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6030447	10/1–10/31 Y	6	$8.52	$11.99	$11.99	$2.00 Limit: 10	$9.99	29%	4%

TRASH BAGS LMN 13G 34PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-014

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6030448	10/1–10/31 Y	6	$8.52	$11.99	$11.99	$2.00 Limit: 10	$9.99	29%	4%

TALL KTCHN BGS 13G 40PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-015

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6108310	10/1–10/31 Y	6	$8.52	$11.99	$11.99	$2.00 Limit: 10	$9.99	29%	4%

TRASH BAG BLACK 30G 25PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-016

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6108328	10/1–10/31 Y	6	$8.52	$11.99	$11.99	$2.00 Limit: 10	$9.99	29%	4%

GLAD BAG 13GAL 45CT DRAW RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-017

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6185706	10/1–10/31 Y	6	$8.52	$11.99	$11.99	$2.00 Limit: 10	$9.99	29%	4%

TALL KTCHN BGS 13G 40PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-018

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6185789	10/1–10/31 Y	6	$8.52	$11.99	$11.99	$2.00 Limit: 10	$9.99	29%	4%

TRSHBAG 13G LAVNDR 40PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-019

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6292239	10/1–10/31 Y	6	$8.52	$11.99	$11.99	$2.00 Limit: 10	$9.99	29%	4%

STORAGE BOX BLK/YLW 12GL RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-020

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5038143	10/1–10/31 Y	4	$6.03	$11.99	$9.99	N/A	$9.99	40%	9%

TOTE UTILITY BLK/YLW 27G RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-021

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6502629	10/1–10/31 Y	4	$9.84	$14.99	$12.99	N/A	$12.99	24%	9%

SHELVING UNIT GL HD BLK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-022

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5013641	10/1–10/31 Y	1	$31.19	$74.99	$49.99	N/A	$49.99	38%	13%

SHELF UNIT 5 TIER BLK RED HOT BUY AR MAILER

OPEN SPACE

BLTN NO. 231001-023

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5910955	10/1–10/31 Y	1	$29.38	$69.99	$49.99	N/A	$49.99	41%	13%

5SHELF UNIT 34X14X72 RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-024

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5396221	10/1–10/31 Y	1	$60.60	$129.99	$109.99	N/A	$109.99	45%	10%

TRASH CAN32GAL BRUTE GRA RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-025

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
70206	10/1–10/31 Y	6	$27.07	$40.99	$40.99	$5.00 Limit: 4	$35.99	34%	4%

FOLDN CRATE BLK/RED 12GL RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-026

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5038311	10/1–10/31 Y	4	$9.28	$13.99	$12.99	N/A	$12.99	29%	9%

OPEN SPACE – ZONE 3
OUTDOOR LIVING

OPEN SPACE – POWER AISLE ZONE 3 OUTDOOR LIVING

SOLO BONFIRE PIT SS RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-035

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8085209	10/1–10/31 Y	1	$212.40	$329.99	$329.99	N/A	$329.99	36%	9%

FIRE PIT YKN RND SS 27" RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-036

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8085211	10/1–10/31 Y	1	$372.99	$549.99	$549.99	N/A	$549.99	32%	9%

TBLTOP PATIO HEATR BRNZ RED HOT BUY AR MAILER

OPEN SPACE
BLTN NO. 231001-037

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
4561361	10/1–10/31 Y	1	$63.76	$119.99	$89.99	N/A	$89.99	29%	3%

PATIO HEATR LP BRNZ 91" RED HOT BUY SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-038

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
4587390	10/1–10/31 Y	1	$113.01	$189.99	$149.99	N/A	$149.99	25%	3%

NOMA FIRE PIT RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-039

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
4426250	10/1–10/31 Y	1	$88.41	$149.99	$119.99	N/A	$119.99	26%	3%

FIRE PIT SQ 30" LP GAS RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE
BLTN NO. 231001-040

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
4794053	10/1–10/31 Y	1	$164.81	$269.99	$219.99	N/A	$219.99	25%	3%

OPEN SPACE – ZONE 4
SHIPPERS

OPEN SPACE – POWER AISLE ZONE 4 SHIPPERS

NSH ENRGIZER 36PC AA/AAA RED HOT BUY AR MAILER

OPEN SPACE

SKU	Description	Qty	Regular Retailer Cost	Offer Cost	Extended Cost	Promo Margin	Bltn Savings
3380607	BATTERY ALKALINE AA 16PK	24	$15.94	$13.05	$313.20	N/A	18%
3380656	BATTERY ALKLN AAA 16PK	12	$15.94	$13.05	$156.60	N/A	18%

BLTN NO. 231001-050

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3495116	10/1–10/31 Y	1	$469.80	$469.99	N/A	N/A	N/A	N/A	18%

BATTERY ALKALINE AA 16PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-051

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3380607	10/1–10/31 Y	1	$14.60	$17.99	N/A	$2.00 Limit: 2	N/A	N/A	8%

BATTERY ALKLN AAA 16PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-052

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3380656	10/1–10/31 Y	1	$14.60	$17.99	N/A	$2.00 Limit: 2	N/A	N/A	8%

ENERGZR MAX BATT C 8PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-053

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3005196	10/1–10/31 Y	1	$16.43	$18.99	N/A	$2.00 Limit: 2	N/A	N/A	4%

BATTRY ALKLN D 8PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-054

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3005204	10/1–10/31 Y	1	$16.43	$18.99	N/A	$2.00 Limit: 2	N/A	N/A	4%

BATTRY ALKLN 9V 4PK RED HOT BUY CORE, SUPER AR MAILER

OPEN SPACE

BLTN NO. 231001-055

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3005212	10/1–10/31 Y	1	$16.43	$18.99	N/A	$2.00 Limit: 2	N/A	N/A	4%

NSH-HOLIDAY CMMD DISP RED HOT BUY AR MAILER

OPEN SPACE

SKU	Description	Qty	Regular Retailer Cost	Offer Cost	Extended Cost	Promo Margin	Bltn Savings
5403936	WIRE HOOK WHT SMALL PLST	04	$2.16	$1.66	$6.64	N/A	23%
5427331	HOOK COMMAND DESIGNER	09	$2.38	$1.82	$16.38	N/A	24%
5430889	HOOKS MINI CLEAR 6PK	14	$2.42	$1.86	$26.04	N/A	23%
5431010	HOOKS MEDIUM CLR 2PK	08	$2.79	$2.14	$17.12	N/A	23%
5432521	HOOKS WIRE SMALL CLR3PK	08	$2.58	$1.98	$15.84	N/A	23%
5494646	PIC HANG STRIP LRG WHT	12	$2.99	$2.29	$27.48	N/A	23%
5618095	PICTURE HANG STRIP MED	06	$2.77	$2.12	$12.72	N/A	23%
5631908	OUTDOOR LIGHT CLIP 16PK	08	$6.93	$5.31	$42.48	N/A	23%

BLTN NO. 231001-056

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5037733	10/1–10/31 Y	1	$164.70	$489.51	N/A	N/A	N/A	N/A	23%

NSH DURACELL BATTERY DSP IN-STORE IS CORE, SUPER

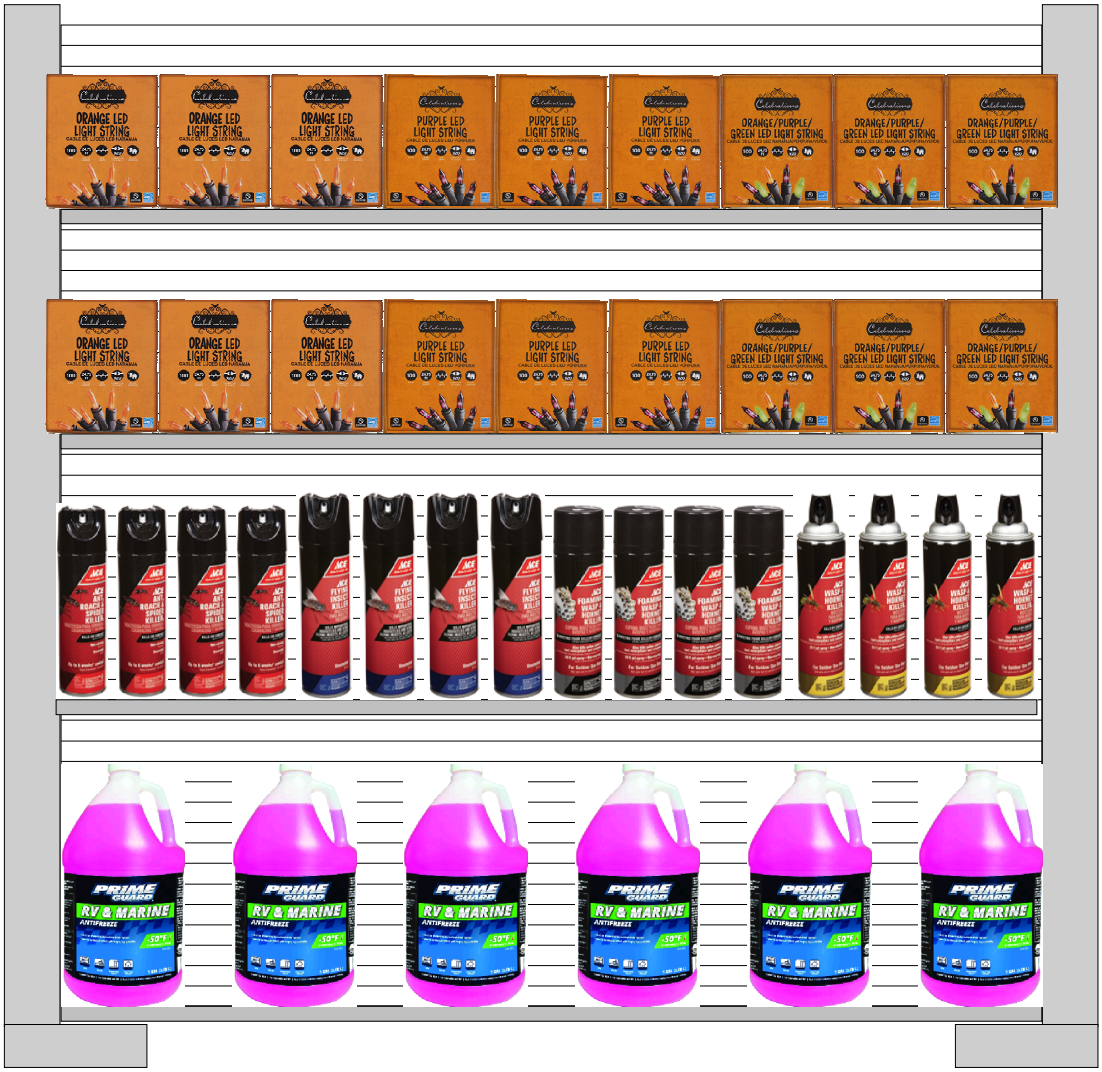
OPEN SPACE

SKU	Description	Qty	Regular Retailer Cost	Offer Cost	Extended Cost	Promo Margin	Bltn Savings
3166659	BATTERY ALKALINE AA 16PK	32	$15.98	$12.58	$402.56	N/A	21%
3166675	BATTERY ALKALINE AAA16PK	20	$15.98	$12.58	$251.60	N/A	21%
3100856	BATTERY ALKALINE D 8PK	10	$16.42	$12.93	$129.30	N/A	21%
3102605	BATTERIES ALKALINE C 8PK	06	$16.42	$12.93	$77.58	N/A	21%
3100476	BATTERIES ALKLINE 9V 4PK	06	$16.42	$12.93	$77.58	N/A	21%

BLTN NO. 231001-057

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3004740	10/1–10/31 N	1	$938.62	$1,405.26	N/A	$2.00 Limit: 4T	N/A	N/A	21%

PROMO IMPULSE - OCTOBER 23



End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units	Item Type
					Per End Cap	
81003	00009114958009	RV/MARINE ANTIFREEZE 1G	6	6	6	RED HOT BUY
7415110	00082901276470	FLYING INSECT KLLR18OZ	12	4	12	RED HOT BUY
7415128	00082901276487	ANT&ROACH KLLR17.5OZ	12	4	12	RED HOT BUY
7415136	00082901276494	WASP & HORNET KILLR20OZ	12	4	12	RED HOT BUY
7415144	00082901276500	FOAM WASP & HORNET17.5OZ	12	4	12	RED HOT BUY
9086887	00843518046289	LIGHT LED T5 HLWN ORNG	1	6	12	RED HOT BUY
9086890	00843518045824	LIGHT T5 HALWN PRPL 297"	1	6	12	RED HOT BUY
9086891	00843518045831	LIGHT T5 HLWN MLTI 297"	1	6	12	RED HOT BUY

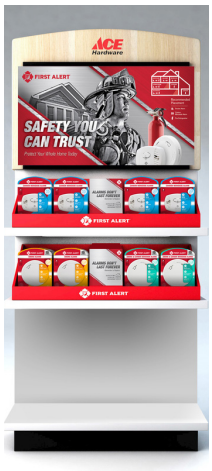
#1 OCTOBER 2023 - FIRE SAFETY

FLIPP MESSAGING

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units	Item Type
					Per End Cap	
80594	00029054000309	FIRE EXT GARAGE10:BC2.75	4	2	4	RED HOT BUY
83559	00029054000606	FIRE EXT PRO SERIES 5#	2	2	2	RED HOT BUY
86536	00029054730008	FIRE EXT KITCHEN 5"BC1LB	4	2	4	RED HOT BUY
5036437	00029054023537	NSH SMKE/CO DSP/48	1	1	1	RED HOT BUY
5268503	00029054513069	SMOKE/CO ALARM 120V BRK	1	1	6	RED HOT BUY
5414966	00029054002297	SMOKE/CO ALARM & VOICE	1	1	4	RED HOT BUY
5977343	00029054018649	SMK&CO ALRM BATT W/VOICE	1	1	3	RED HOT BUY
5977608	00029054019196	10Y PHOTO SMK&CO W/VOICE	1	1	3	RED HOT BUY
5979026	00029054019189	10Y PHOTO SMK&CO SLIM	1	1	3	RED HOT BUY
8035925	00029054741028	FIRE EXT AUTO 5:BC 2LB	4	2	4	RED HOT BUY
8207409	00029054002211	FIRE EXTNGSHR HSHLD 14OZ	1	1	4	RED HOT BUY

END CAP #1 WIN THE MONTH CATEGORY – FIRE SAFETY



NSH SMKE/CO DSP/48 RED HOT BUY AR MAILER

END CAP 1

SKU	Description	Qty	Regular Retailer Cost	Offer Cost	Extended Cost	Promo Margin	Bltn Savings
5979026	10Y PHOTO SMK&CO SLIM	12	$35.84	$26.02	$312.24	N/A	27%
5977376	10Y SLIM PHOTO SMK ALRM	12	$19.14	$13.90	$166.80	N/A	27%
5975578	PLUG IN CO W/BATT BACKUP	12	$21.03	$15.27	$183.24	N/A	27%
5976980	BATTERY OPERATED CO ALRM	12	$17.39	$12.63	$151.56	N/A	27%

BUY TWO, GET ONE FREE
(free item must be lower value)

BLTN NO. 231001-067

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5036437	Y	1	$813.84	$1,751.52	N/A	N/A	N/A	N/A	27%

10Y PHOTO SMK&CO SLIM RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$35.84 credit based on POS

BLTN NO. 231001-068

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5979026	Y	1	$34.54	$54.99	N/A	N/A	N/A	38%	4%

PLUG IN CO W/BATT BACKUP RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$21.03 credit based on POS

BLTN NO. 231001-069

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5975578	Y	1	$20.26	$33.99	N/A	N/A	N/A	42%	4%

BATTERY OPERATED CO ALRM RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$17.39 credit based on POS

BLTN NO. 231001-070

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5976980	Y	1	$17.39	$24.99	N/A	N/A	N/A	30%	0%

10Y SLIM PHOTO SMK ALRM RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$19.14 credit based on POS

BLTN NO. 231001-071

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5977376	10/1–10/31 Y	1	$18.44	$31.99	N/A	N/A	N/A	43%	4%

FIRE EXT GARAGE10:BC2.75 RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$13.73 credit based on POS

BLTN NO. 231001-072

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
80594	10/1–10/31 Y	4	$13.23	$25.99	N/A	N/A	N/A	50%	4%

FIRE EXT PRO SERIES 5# RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$37.59 credit based on POS

BLTN NO. 231001-073

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
83559	10/1–10/31 Y	2	$37.59	$59.99	N/A	N/A	N/A	37%	0%

FIRE EXT KITCHEN 5"BC1LB RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$11.49 credit based on POS

BLTN NO. 231001-074

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
86536	10/1–10/31 Y	4	$11.07	$23.99	N/A	N/A	N/A	55%	4%

SMOKE/CO ALARM 120V BRK RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$32.52 credit based on POS

BLTN NO. 231001-075

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5268503	10/1–10/31 Y	1	$31.34	$49.99	N/A	N/A	N/A	38%	4%

SMOKE/CO ALARM & VOICE RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$52.46 credit based on POS

BLTN NO. 231001-076

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5414966	10/1–10/31 Y	1	$50.56	$69.99	N/A	N/A	N/A	29%	4%

SMK&CO ALRM BATT W/VOICE RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$33.90 credit based on POS

BLTN NO. 231001-077

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5977343	10/1–10/31 Y	1	$32.67	$59.99	N/A	N/A	N/A	47%	4%

10Y PHOTO SMK&CO W/VOICE RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$39.81 credit based on POS

BLTN NO. 231001-078

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5977608	10/1–10/31 Y	1	$38.36	$64.99	N/A	N/A	N/A	42%	4%

FIRE EXT AUTO 5:BC 2LB RED HOT BUY CORE, SUPER AR MAILER

END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$11.49 credit based on POS

BLTN NO. 231001-079

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8035925	10/1–10/31 Y	4	$11.07	$23.99	N/A	N/A	N/A	55%	4%

FIRE EXTNGSHR HSHLD 14OZ RED HOT BUY CORE, SUPER AR MAILER

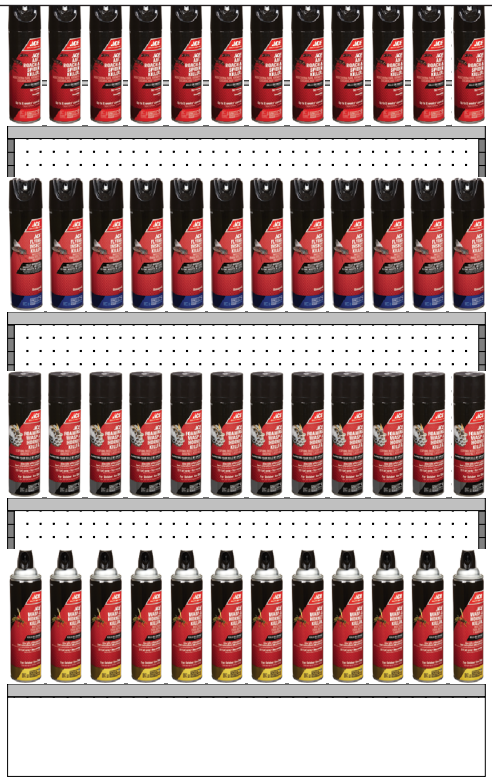
END CAP 1

BUY TWO, GET ONE FREE
(free item must be lower value)
$11.02 credit based on POS

BLTN NO. 231001-080

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8207409	10/1–10/31 Y	1	$10.62	$16.99	N/A	N/A	N/A	39%	4%

#2 OCTOBER 2023 - INSECT CONTROL



LIFESTYLE IMAGE OF FIRE SAFETY

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units	Item Type
					Per End Cap	
7415110	00082901276470	FLYING INSECT KLLR18OZ	12	12	48	RED HOT BUY
7415128	00082901276487	ANT&ROACH KLLR17.5OZ	12	12	48	RED HOT BUY
7415136	00082901276494	WASP & HORNET KILLR20OZ	12	12	48	RED HOT BUY
7415144	00082901276500	FOAM WASP & HORNET17.5OZ	12	12	48	RED HOT BUY

END CAP #2 WIN THE MONTH CATEGORY – INSECT CONTROL

FLYING INSECT KLLR18OZ RED HOT BUY CORE, SUPER AR MAILER

END CAP 2

2 FOR $7.00

BLTN NO. 231001-090

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7415110	Y	12	$2.65	$5.59	$3.50	N/A	$3.50	24%	4%

ANT&ROACH KLLR17.5OZ RED HOT BUY CORE, SUPER AR MAILER

END CAP 2

2 FOR $7.00

BLTN NO. 231001-091

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7415128	Y	12	$2.36	$5.59	$3.50	N/A	$3.50	33%	3%

WASP & HORNET KILLR20OZ RED HOT BUY CORE, SUPER AR MAILER

END CAP 2

2 FOR $7.00

BLTN NO. 231001-092

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7415136	Y	12	$2.42	$4.99	$3.50	N/A	$3.50	31%	4%

FOAM WASP & HORNET17.5OZ RED HOT BUY CORE, SUPER AR MAILER

END CAP 2

2 FOR $7.00

BLTN NO. 231001-093

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7415144	Y	12	$2.36	$5.59	$3.50	N/A	$3.50	33%	3%

#3 OCTOBER 2023 - CONTRACTOR BAGS

LIFESTYLE IMAGE OF OUTDOOR CLEANUP

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units	Item Type
					Per End Cap	
6038574	00070052997320	CONTRACTOR BAG 42G 20PK	4	8	8	RED HOT BUY
6093082	00070052997337	CONTRACTOR BAG 55G 15PK	4	8	8	RED HOT BUY

END CAP #3 WIN THE MONTH CATEGORY – CONTRACTOR BAGS

CONTRACTOR BAG 42G 20PK RED HOT BUY CORE, SUPER AR MAILER

END CAP 3

BLTN NO. 231001-103

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6038574	10/1–10/31 Y	4	$10.70	$16.99	$16.99	$3.00 Limit: 3	$13.99	37%	4%

CONTRACTOR BAG 55G 15PK RED HOT BUY CORE, SUPER AR MAILER

END CAP 3

BLTN NO. 231001-104

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6093082	10/1–10/31 Y	4	$10.70	$16.99	$16.99	$3.00 Limit: 3	$13.99	37%	4%

#4 OCTOBER 2023 - HALLOWEEN

FILTER MESSAGE

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units Per End Cap	Item Type
9074984	00603625797630	HLWN DEC JAB JACK PUMPKN	1	1	1	RED HOT BUY
9081321	00603625725398	HLWN DCR BLK PUMPKIN 9"	4	1	1	RED HOT BUY
9081339	00603625063742	HLWN DCR EEK CAT BLK 8"	4	1	1	RED HOT BUY
9081348	00603625644026	INFLATABLE PUMPKINS	1	1	1	RED HOT BUY
9086278	00843518044407	LGHTS LED WM WHT 9'	1	2	12	RED HOT BUY
9086280	00843518044414	LIGHTS LED PUMKIN ORG 9'	1	2	12	RED HOT BUY
9086281	00843518044421	LIGHTS LED PURPLE BAT 9'	1	2	9	RED HOT BUY
9086451	00843518044438	LIGHT HALLOWEEN PRPL C6	1	2	12	RED HOT BUY
9086845	00191245519980	INFLATBL ARCHWY TRI GHST	1	1	1	RED HOT BUY
9086854	00191245505402	YARD DECOR WTCH HAT PRPL	1	1	1	RED HOT BUY
9086856	00191245512103	YRD DCR JCK-O-LNTRN ORNG	1	1	1	RED HOT BUY
9086858	00843518045664	HLWN LGHTS LED ORG 100CT	1	2	12	RED HOT BUY
9086859	00843518045671	LGHTS HLWN LED MLT 100CT	1	2	12	RED HOT BUY
9086887	00843518046289	LIGHT LED T5 HLWN ORNG	1	2	12	RED HOT BUY
9086890	00843518045824	LIGHT T5 HALWN PRPL 297"	1	2	12	RED HOT BUY
9086891	00843518045831	LIGHT T5 HLWN MLTI 297"	1	2	12	RED HOT BUY
9087000	00082901376064	SPIDER LED ORNG/PPL 192"	1	1	4	RED HOT BUY

BULLETIN ORDERS PLACED AT SPRING SHOW

#5 OCTOBER 2023 - BIRD

LIFESTYLE IMAGE OF A NORTH AMERICAN BIRD

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units	Item Type
					Per End Cap	
80795	00018222005017	SUET&SEED HIENERGY 11.75	12	2	12	RED HOT BUY
80799	00018222005079	SUET&PEANUTS 11.75OZ	12	2	12	RED HOT BUY
8003584	00018222005291	SUET ORNG DLT 11.75	12	2	12	RED HOT BUY
8003592	00018222005277	SUET BERRY TRTMIX 11.75	12	2	12	RED HOT BUY
8039222	00070187021679	BIRD FD SIZZ VARIETY 5#	1	1	6	RED HOT BUY
8039230	00070187021648	BIRD FD BERRY BURST 5#	1	1	6	RED HOT BUY
8039231	00070187021631	BIRD FD PREM PROTEIN5#	1	1	6	RED HOT BUY
8039233	00070187021624	BIRD FD SONGBRD CRNCH 5#	1	1	6	RED HOT BUY
8039235	00070187021617	BIRD FD PRFCT BALANCE 5#	1	1	6	RED HOT BUY
8196255	00018222005697	WOODPECKER SUET 11OZ	12	2	12	RED HOT BUY
9085208	00070187111004	BIRD FOOD PUMPKIN 5#	1	1	6	RED HOT BUY

END CAP #5 WIN THE MONTH CATEGORY – BIRD

BIRD FD SIZZ VARIETY 5#

RED HOT BUY | CORE, SUPER | AR MAILER | END CAP 5

BUY ONE SONGBIRD, GET ONE FREE

BLTN NO. 231001-114

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8039222	Y	1	$8.75	$19.99	N/A	N/A	N/A	12%	13%

BIRD FD BERRY BURST 5#

RED HOT BUY | CORE, SUPER | AR MAILER | END CAP 5

BUY ONE SONGBIRD, GET ONE FREE

BLTN NO. 231001-115

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8039230	Y	1	$7.61	$19.99	N/A	N/A	N/A	24%	9%

BIRD FD PREM PROTEIN5#

RED HOT BUY | CORE, SUPER | AR MAILER | END CAP 5

BUY ONE SONGBIRD, GET ONE FREE

BLTN NO. 231001-116

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8039231	Y	1	$8.27	$19.99	N/A	N/A	N/A	17%	9%

BIRD FD SONGBRD CRNCH 5#

RED HOT BUY | CORE, SUPER | AR MAILER | END CAP 5

BUY ONE SONGBIRD, GET ONE FREE

BLTN NO. 231001-117

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8039233	Y	1	$7.90	$19.99	N/A	N/A	N/A	21%	8%

BIRD FD PRFCT BALANCE 5#

RED HOT BUY | CORE, SUPER | AR MAILER | END CAP 5

BUY ONE SONGBIRD, GET ONE FREE

BLTN NO. 231001-118

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8039235	Y	1	$6.65	$19.99	N/A	N/A	N/A	33%	4%

BIRD FOOD PUMPKIN 5#

RED HOT BUY | AR MAILER | END CAP 5

BLTN NO. 231001-119

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
9085208	Y	1	$5.46	$9.99	$6.99	N/A	$6.99	22%	4%

SUET&SEED HIENERGY 11.75

RED HOT BUY | CORE, SUPER | AR MAILER | END CAP 5

BLTN NO. 231001-120

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
80795	Y	12	$1.11	$2.39	$1.79	N/A	$1.79	38%	3%

SUET&PEANUTS 11.75OZ RED HOT BUY CORE, SUPER AR MAILER

END CAP 5

BLTN NO. 231001-121

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
80799	Y	12	$1.03	$2.39	$1.79	N/A	$1.79	42%	4%

SUET ORNG DLT 11.75 RED HOT BUY CORE, SUPER AR MAILER

END CAP 5

BLTN NO. 231001-122

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8003584	Y	12	$1.13	$2.39	$1.79	N/A	$1.79	37%	3%

SUET BERRY TRTMIX 11.75 RED HOT BUY CORE, SUPER AR MAILER

END CAP 5

BLTN NO. 231001-123

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8003592	Y	12	$1.11	$2.39	$1.79	N/A	$1.79	38%	3%

WOODPECKER SUET 11OZ RED HOT BUY CORE, SUPER AR MAILER

END CAP 5

BLTN NO. 231001-124

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8196255	Y	12	$1.61	$2.59	$2.19	N/A	$2.19	26%	4%

#6 OCTOBER 2023 - RV ANTIFREEZE

ACE REWARDS APP MESSAGING

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units	Item Type
					Per End Cap	
81003	00009114958009	RV/MARINE ANTIFREEZE 1G	6	6	12	RED HOT BUY
8030501	00074804071887	50/50 ANTIFRZE/CLANT 1GL	6	6	18	RED HOT BUY
8065567	00074804003581	ANTIFREEZE COOLANT 1GAL	1	6	18	RED HOT BUY

END CAP #6 WIN THE MONTH CATEGORY – RV ANTIFREEZE

RV/MARINE ANTIFREEZE 1G RED HOT BUY CORE, SUPER AR MAILER

END CAP 6

2 FOR $8.00

BLTN NO. 231001-134

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
81003	Y	6	$3.14	$4.59	$4.00	N/A	$4.00	22%	5%

50/50 ANTIFRZE/CLANT 1GL RED HOT BUY CORE, SUPER AR MAILER

END CAP 6

DEAL OF THE MONTH

BLTN NO. 231001-135

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8030501	Y	6	$8.54	$15.99	$12.99	$5.00 Limit: 2	$7.99	34%	0%

ANTIFREEZE COOLANT 1GAL RED HOT BUY SUPER AR MAILER

END CAP 6

BLTN NO. 231001-136

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8065567	Y	1	$11.35	$22.99	$19.99	$5.00 Limit: 2	$14.99	43%	4%

#7 OCTOBER 2023 - YETI

YETI CREATIVE TO COME

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units	Item Type
					Per End Cap	
8038745	00888830071793	YETI ROADIE COOLER CHRCL	1	2	2	NON-ADVERTISED
8084430	00888830133149	ROADIE 48 COOLER CHARCL	1	2	2	NON-ADVERTISED
8012167	00888830040706	TUMBLER MS 20OZ CHARCL	1	1	2	RED HOT BUY
8012168	00888830043189	TUMBLER MS 30OZ CHARCL	1	1	2	RED HOT BUY
8081017	00888830211748	RAMB TRAVL MUG 30OZ CHAR	1	1	2	RED HOT BUY
8081021	00888830211786	CHUG BOTTLE 26OZ CHAR	1	1	2	RED HOT BUY
8081037	00888830211939	STRAW CUP 26OZ CHAR	1	1	2	RED HOT BUY
8086154	00888830255612	RAMB STRAWMUG 35OZ CHAR	1	1	2	RED HOT BUY

END CAP #7 WIN THE MONTH CATEGORY – YETI

TUMBLER MS 20OZ CHARCL RED HOT BUY CORE, SUPER AR MAILER

END CAP 7

BLTN NO. 231001-146

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8012167	Y	1	$22.74	$35.00	$35.00	N/A	$35.00	35%	4%

TUMBLER MS 30OZ CHARCL RED HOT BUY CORE, SUPER AR MAILER

END CAP 7

BLTN NO. 231001-147

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8012168	Y	1	$24.69	$38.00	$38.00	N/A	$38.00	35%	4%

RAMB TRAVL MUG 30OZ CHAR RED HOT BUY AR MAILER

END CAP 7

BLTN NO. 231001-148

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8081017	Y	1	$27.29	$42.00	$42.00	N/A	$42.00	35%	4%

CHUG BOTTLE 26OZ CHAR RED HOT BUY CORE, SUPER AR MAILER

END CAP 7

BLTN NO. 231001-149

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8081021	Y	1	$25.99	$40.00	$40.00	N/A	$40.00	35%	4%

STRAW CUP 26OZ CHAR RED HOT BUY CORE, SUPER AR MAILER

END CAP 7

BLTN NO. 231001-150

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8081037	Y	1	$22.74	$35.00	$35.00	N/A	$35.00	35%	4%

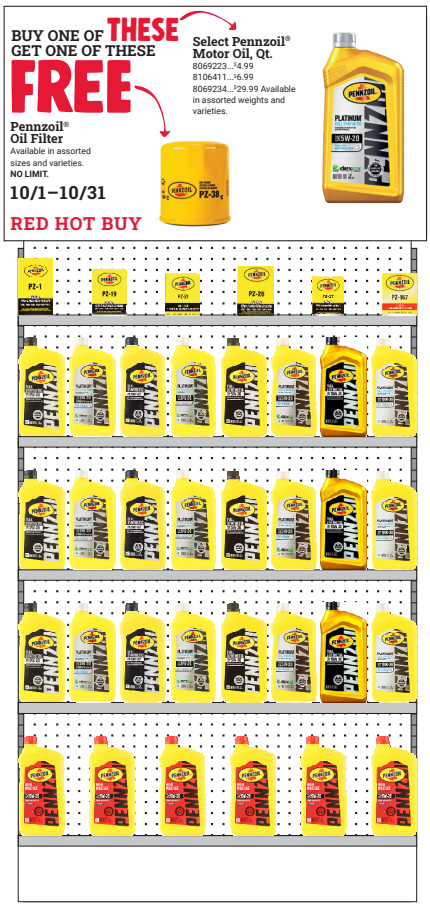
RAMB STRAWMUG 35OZ CHAR RED HOT BUY AR MAILER

END CAP 7

BLTN NO. 231001-151

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8086154	Y	1	$27.29	$42.00	$42.00	N/A	$42.00	35%	4%

#8 OCTOBER 2023 - OIL



LIFESTYLE IMAGE OF BALL CANNING JARS

End Cap SKUs & Suggested Quantities

Ace #	UPC	Description	DOM	Facings	Maximum Units Per End Cap	Item Type
8063885	00071611915106	SYNTHETIC OIL 10W30 QT	6	3	12	RED HOT BUY
8069188	00071611360012	OIL FILTER PZ1	1	1	4	RED HOT BUY
8069190	00071611916950	OIL FILTER PZ167	1	1	4	RED HOT BUY
8069191	00071611360203	OIL FILTER PZ19	1	1	4	RED HOT BUY
8069192	00071611360258	OIL FILTER PZ21	1	1	4	RED HOT BUY
8069193	00071611992794	OIL FILTER PZ-28	1	1	4	RED HOT BUY
8069194	00071611932233	OIL FILTER PZ37	1	1	4	RED HOT BUY
8069218	00071611022552	MOTOR OIL 0W-20 1QT	6	3	9	RED HOT BUY
8069223	00071611022705	MOTOR OIL SYNTHTIC 5W-20	6	3	9	RED HOT BUY
8069224	00071611022798	MOTOR OIL SYNTHTIC 5W-30	6	3	9	RED HOT BUY
8069226	00071611022644	MOTOR OIL SYNTHTC 10W-30	6	3	9	RED HOT BUY
8069228	00071611917629	MOTOR OIL GASOLINE 5W-20	6	6	9	RED HOT BUY
8106411	00071611915090	MOTOR OIL 5W30 SYN 1QT	6	3	9	RED HOT BUY
8413908	00071611005470	MOTOR OIL 0W-20 SYN QT	6	3	9	RED HOT BUY
8498834	00071611915083	SYNTHETIC OIL 5W-20 QT	6	3	9	RED HOT BUY

END CAP #8 WIN THE MONTH CATEGORY – OIL

SYNTHETIC OIL 10W30 QT RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-161

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8063885	10/1–10/31 Y	6	$3.79	$10.99	$6.99	N/A	$6.99	21%-47%	37%

MOTOR OIL 0W-20 1QT RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-162

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069218	10/1–10/31 Y	6	$3.25	$7.59	$4.99	N/A	$4.99	21%-47%	26%

MOTOR OIL SYNTHTIC 5W-20 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-163

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069223	10/1–10/31 Y	6	$3.25	$7.59	$4.99	N/A	$4.99	21%-47%	26%

MOTOR OIL SYNTHTIC 5W-30 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-164

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069224	10/1–10/31 Y	6	$3.25	$7.59	$4.99	N/A	$4.99	21%-47%	26%

MOTOR OIL SYNTHTC 10W-30 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-165

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069226	10/1–10/31 Y	6	$3.25	$7.59	$4.99	N/A	$4.99	21%-47%	26%

MOTOR OIL GASOLINE 5W-20 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-166

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069228	10/1–10/31 Y	6	$3.14	$7.59	$6.99	N/A	$6.99	21%-47%	27%

MOTOR OIL 5W30 SYN 1QT RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-167

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8106411	Y	6	$3.79	$10.99	$6.99	N/A	$6.99	21%-47%	37%

MOTOR OIL 0W-20 SYN QT RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-168

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8413908	Y	6	$3.79	$10.99	$6.99	N/A	$6.99	21%-47%	37%

SYNTHETIC OIL 5W-20 QT RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FILTER FREE

BLTN NO. 231001-169

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8498834	Y	6	$3.79	$10.99	$6.99	N/A	$6.99	21%-47%	37%

OIL FILTER PZ1 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-170

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069188	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ167 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-171

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069190	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ19 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-172

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069191	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ21 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-173

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069192	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ-28 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-174

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069193	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ37 RED HOT BUY CORE, SUPER AR MAILER

END CAP 8

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-175

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069194	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

IN LINE

IN LINE

BONA CLEANERS RED HOT BUY AR MAILER

IN LINE

BUY ONE, GET ONE 50% OFF

BLTN NO. 231001-179
THRU 231001-210

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31	1	VARIES	VARIES	N/A	N/A	N/A	VARIES	VARIES

DAMPRID MOISTURE ABSORBER RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-220
THRU 231001-235

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31	VARIES	VARIES	VARIES	N/A	VARIES No Limit	N/A	N/A	VARIES

MRS MYRES CLEANING SUPPLIES RED HOT BUY AR MAILER

IN LINE

3 FOR $12.00
5% backend credit
(issued 30-45 days after promotion)

BLTN NO. 231001-245
THRU 231001-288

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31	6	$3.11	$5.59	$4.00	N/A	$4.00	22%	8%

CITRI-STRIP GEL 1 QT RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-298

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1010503	10/1–10/31	6	$8.87	$16.99	15%	N/A	N/A	N/A	20%

PNT & EPOXY RMVR 1QT RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-299

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1014327	10/1–10/31	6	$8.60	$16.99	15%	N/A	N/A	N/A	20%

PNT & EPOXY RMVR 1G RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-300

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1014329	Y	4	$28.94	$49.99	15%	N/A	N/A	N/A	20%

JASCO PNT&EPXY RMVR 16OZ RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-301

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1015435	Y	6	$9.17	$18.99	15%	N/A	N/A	N/A	20%

JASCO PNT&EPXY RMVR 1GAL RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-302

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1015436	Y	4	$36.35	$59.99	15%	N/A	N/A	N/A	20%

JASCO PNT&EPXY RMVR 1QT RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-303

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1015438	Y	6	$10.34	$22.99	15%	N/A	N/A	N/A	20%

JASCO PNT&EPXY RMVR 16OZ RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-304

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1015439	Y	6	$8.42	$18.99	15%	N/A	N/A	N/A	20%

CITRI-STRIP GEL 1/2 GAL RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-305

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1067404	Y	4	$16.14	$28.99	15%	N/A	N/A	N/A	20%

CITRI-STRIP PAINT&VRNISH RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-306

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
1135201	Y	6	$6.65	$13.99	15%	N/A	N/A	N/A	20%

RUST-OLEUM 2X SPRAY PAINT RED HOT BUY AR MAILER

IN LINE

2 FOR $13.00
(must buy 2 or more)

BLTN NO. 231001-316
THRU 231001-436

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31 Y	VARIES	VARIES	VARIES	N/A	N/A	N/A	VARIES	VARIES

RT ANGL BIT DRVR ST 35PC RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-445

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2008838	10/1–10/31 Y	1	$19.50	$33.99	$24.99	N/A	$24.99	22%	20%

MECH SET SAE 1/4DV 24PC RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-446

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2008843	10/1–10/31 Y	1	$16.91	$29.99	$24.99	N/A	$24.99	32%	22%

MECH SET MM 1/4DV 24PC RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-447

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2008844	10/1–10/31 Y	1	$16.91	$29.99	$24.99	N/A	$24.99	32%	22%

HEX BIT SOCKT ST 3/8D 6P RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-448

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2886042	10/1–10/31 Y	1	$15.61	$31.99	$24.99	N/A	$24.99	38%	23%

HEX SOCKT ST 3/8DV MM 6P RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-449

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2894574	10/1–10/31 Y	1	$14.23	$31.99	$24.99	N/A	$24.99	43%	25%

UTLTY KNF BLD MLWKE 50PK RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-450

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2408631	10/1–10/31 Y	1	$6.50	$12.99	15%	N/A	N/A	N/A	23%

STRAIGHT JW PLIER SET 2P RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-451

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2802833	Y	1	$15.62	$25.99	15%	N/A	N/A	N/A	18%

SELF-RETRACTING SFTY KNF RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-452

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2811610	Y	1	$6.02	$16.99	15%	N/A	N/A	N/A	18%

ZIPPR TOOL POUCH 8X12.5" RED HOT BUY SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-453

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2469336	Y	1	$6.95	$16.99	15%	N/A	N/A	N/A	18%

BLADE SET METAL 8PC 1" RED HOT BUY CORE, SUPER AR MAILER

IN LINE

15% OFF

BLTN NO. 231001-454

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2029548	Y	1	$12.03	$23.99	15%	N/A	N/A	N/A	17%

CM WET/DRY 12GAL 6HP RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-455

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2560209	Y	1	$85.70	$119.99	$109.99	$20.00 No Limit	$89.99	22%	0%

HANDSAW BLACK/YELLOW 20" RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-456

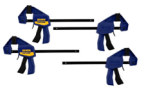
Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2007451	Y	1	$15.89	$28.99	$24.99	$5.00 No Limit	$19.99	36%	4%

PULL SAW 2EG 10" 7/14TPI RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-457

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2017746	Y	1	$20.08	$29.99	$24.99	$5.00 No Limit	$19.99	20%	4%



MINI QUICKGRIP CLMP6"4PK RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-458

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2302016	10/1–10/31 Y	1	$20.33	$35.99	$24.99	$5.00 No Limit	$19.99	19%	4%

CURV CLAW HMMR SMTH 16OZ RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-459

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2007254	10/1–10/31 Y	1	$13.50	$24.99	$24.99	$5.00 No Limit	$19.99	46%	5%

COMBO KIT M18 2-TOOL RED HOT BUY CORE, SUPER AR MAILER

BUY 2306868, GET 2382141 FREE

IN LINE

BLTN NO. 231001-460

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2306868	10/1–10/31 Y	1	$177.29	$199.00	$199.00	N/A	$199.00	11%	0%

BATTERY PK LITH M18 2AMP RED HOT BUY CORE, SUPER AR MAILER

BUY 2306868, GET 2382141 FREE

$83.09 credit based on POS

IN LINE

BLTN NO. 231001-461

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2382141	10/1–10/31 Y	1	$83.09	$99.00	N/A	N/A	N/A	N/A	0%

V20 BAT STRTR KIT 3P RED HOT BUY CORE, SUPER AR MAILER

BUY 2834232, GET FREE BARE TOOL

IN LINE

BLTN NO. 231001-462

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2834232	10/1–10/31 Y	1	$84.67	$149.00	$99.00	N/A	$99.00	14%	22%

CM V20 WET/DRY VAC 2GL RED HOT BUY CORE, SUPER AR MAILER

BUY 2834232, GET FREE BARE TOOL

$79.84 credit based on POS

IN LINE

BLTN NO. 231001-463

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2000052	10/1–10/31 Y	1	$76.94	$99.00	N/A	N/A	N/A	N/A	4%

V20 RAND ORB SNDR 5" RED HOT BUY AR MAILER

IN LINE

BUY 2834232, GET FREE BARE TOOL
$41.55 credit based on POS

BLTN NO. 231001-464

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2862886	Y	1	$41.54	$59.00	N/A	N/A	N/A	N/A	0%

V20 ANGL GRNDR 4-1/2" BT RED HOT BUY AR MAILER

IN LINE

BUY 2834232, GET FREE BARE TOOL
$42.45 credit based on POS

BLTN NO. 231001-465

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2005821	Y	1	$42.45	$59.00	N/A	N/A	N/A	N/A	0%

V20 RCIP SAW CDLS 1" RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 2834232, GET FREE BARE TOOL
$67.36 credit based on POS

BLTN NO. 231001-466

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2834877	Y	1	$64.91	$79.00	N/A	N/A	N/A	N/A	4%

V20 CIRC SAW 6.50"CL RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 2834232, GET FREE BARE TOOL
$69.29 credit based on POS

BLTN NO. 231001-467

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2834398	Y	1	$69.29	$79.00	N/A	N/A	N/A	N/A	0%

V20 JIGSAW 11/16" RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 2834232, GET FREE BARE TOOL
$70.13 credit based on POS

BLTN NO. 231001-468

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2834315	Y	1	$67.58	$89.00	N/A	N/A	N/A	N/A	4%

CORDLSS RATCHET 20V 3/8" RED HOT BUY AR MAILER

IN LINE

BUY 2834232, GET FREE BARE TOOL
$88.10 credit based on POS

BLTN NO. 231001-469

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2026516	Y	1	$84.89	$129.00	N/A	N/A	N/A	N/A	4%

V20 OSCILLAT TOOL BT 20V RED HOT BUY AR MAILER

IN LINE

BUY 2834232, GET FREE BARE TOOL
$67.76 credit based on POS

BLTN NO. 231001-470

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
2862910	Y	1	$67.76	$79.00	N/A	N/A	N/A	N/A	0%

LED 48" T8 32W CW 2PK RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-472

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3560737	Y	5	$7.04	$13.99	$9.99	N/A	$9.99	30%	5%

LED T8 48" 32W DL 2PK RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-473

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3924271	Y	5	$7.04	$13.99	$9.99	N/A	$9.99	30%	13%

LED T8 48" 32W WW 2PK RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-474

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3924388	Y	5	$7.04	$13.99	$9.99	N/A	$9.99	30%	13%

BULB LED T12G13 4'WW 18W RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-475

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3927308	Y	5	$7.88	$18.99	$9.99	N/A	$9.99	21%	28%

BULB LED T12G13 4'CW 18W RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-476

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3927456	Y	5	$7.88	$18.99	$9.99	N/A	$9.99	21%	28%

BULB LED T12G13 4'DL 18W RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-477

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3927571	Y	5	$7.88	$18.99	$9.99	N/A	$9.99	21%	28%

LED A19 E26 WW 60W 10PK RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-478

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3597184	10/1–10/31 Y	1	$7.86	$13.99	$9.99	N/A	$9.99	21%	6%

60W LED A19 5000K 10PK RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-481

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
3929098	10/1–10/31 Y	1	$7.86	$13.99	$9.99	N/A	$9.99	21%	6%

PLEATED AIR FILTERS RED HOT BUY AR MAILER

IN LINE

BUY THREE, GET ONE FREE

BLTN NO. 231001-491
THRU 231001-517

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31 Y	12	VARIES	VARIES	N/A	N/A	N/A	VARIES	VARIES

REMOTE KEY STARTS RED HOT BUY CORE, SUPER AR MAILER

IN LINE

10% OFF KeyStart

BLTN NO. 231001-527
THRU 231001-547

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31 Y	1	VARIES	VARIES	10%	N/A	N/A	N/A	4%

LATITUDE ENTRY LEVER SN RED HOT BUY AR MAILER

IN LINE

BLTN NO. 231001-557

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5005672	10/1–10/31 Y	1	$48.51	$69.99	N/A	$3.00 Limit: 12	N/A	N/A	4%

LATITUDE ENTRY LEVER MB RED HOT BUY AR MAILER

IN LINE

BLTN NO. 231001-558

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5005675	10/1–10/31 Y	1	$48.51	$69.99	N/A	$3.00 Limit: 12	N/A	N/A	4%

AVILA ENTRY LEVER AG BRZ

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BLTN NO. 231001-559

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5007474	10/1–10/31 Y	1	$34.22	$54.99	N/A	$3.00 Limit: 12	N/A	N/A	4%

AVILA ENTRY LEVER SN

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BLTN NO. 231001-560

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5007475	10/1–10/31 Y	1	$34.22	$49.99	N/A	$3.00 Limit: 12	N/A	N/A	4%

LOCK ENTRY ACCENT SN VP

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BLTN NO. 231001-561

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5348206	10/1–10/31 Y	1	$36.78	$49.99	N/A	$3.00 Limit: 12	N/A	N/A	4%

LOCK ENTRY ACCENT AGB VP

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BLTN NO. 231001-562

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
5404611	10/1–10/31 Y	1	$38.55	$59.99	N/A	$3.00 Limit: 12	N/A	N/A	4%

FIRST ALERT SMOKE, FIRE, CO DETECT & FIRE EXT

RED HOT BUY | AR MAILER

IN LINE

BUY TWO, GET ONE FREE
(free item must be lower value)
credits based on POS vary by sku

BLTN NO. 231001-572
THRU 231001-620

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31 Y	VARIES	VARIES	VARIES	N/A	N/A	N/A	VARIES	VARIES

GARAGE LIGHT BLK/WHT

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BUY ONE, GET ONE FREE

BLTN NO. 231001-630

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
6009768	10/1–10/31 Y	1	$10.97	$29.99	$29.99	N/A	$29.99	27%	44%

FLEX GLUE & SEALANTS RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-631
THRU 231001-646

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
VARIES	10/1–10/31 Y	VARIES	VARIES	VARIES	VARIES	N/A	VARIES	48%	13%

EZ SEED SUN&SHADE 10# RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BEST WAY TO BUY: DROP SHIP

BLTN NO. 231001-656

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7206436	10/1–10/31 Y	1	$31.58	$47.99	$45.99	$6.00 Limit: 2	$39.99	31%	4%

LAWN FERTILIZER 14.16# RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BEST WAY TO BUY: DROP SHIP

BLTN NO. 231001-662

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7475627	10/1–10/31 Y	1	$17.32	$32.99	$26.99	$2.00 Limit: 2	$24.99	36%	4%

ACE WINTERIZER 5M RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BEST WAY TO BUY: DROP SHIP

BLTN NO. 231001-663

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7475536	10/1–10/31 Y	1	$13.95	$28.99	$20.99	$2.00 Limit: 2	$18.99	34%	4%

ACE WINTERIZER 15M RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BEST WAY TO BUY: DROP SHIP

BLTN NO. 231001-664

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7475577	10/1–10/31 Y	1	$34.40	$55.99	$42.99	$5.00 Limit: 2	$37.99	20%	4%

ACE WINTERIZER W&F 15M RED HOT BUY AR MAILER

IN LINE

BEST WAY TO BUY: DROP SHIP

BLTN NO. 231001-665

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7475635	10/1–10/31 Y	1	$45.47	$65.99	$64.99	$5.00 Limit: 2	$59.99	30%	4%

CHAINSAW MAX XR 12" RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-667

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7006930	10/1–10/31 Y	1	$159.66	$199.99	N/A	$30.00 Limit: 4	N/A	N/A	0%

BLOWER CRDLS MAX 125MPH RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-668

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7006931	10/1–10/31 Y	1	$134.31	$159.00	N/A	$30.00 Limit: 4	N/A	N/A	0%

POLE SAW BARE 8"BLD/10'L RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-669

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7007779	10/1–10/31 Y	1	$150.67	$179.00	N/A	$30.00 Limit: 4	N/A	N/A	0%

CHAIN SAW 18" 5.0AH RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-670

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7006233	10/1–10/31 Y	1	$308.20	$399.00	$399.00	$30.00 No Limit	$369.00	23%	4%

BLOWER KIT HNDHLD 765CFM RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-671

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7026058	10/1–10/31 Y	1	$251.61	$329.00	$329.00	$30.00 No Limit	$299.00	24%	3%

PWR+ SNOW BLWR KT 21" RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-672

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7009696	Y	1	$697.76	$849.00	$849.00	N/A	$849.00	18%	0%

EGO SNW BLWR SINGLE 21" RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-673

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7024673	Y	1	$664.02	$749.00	$749.00	N/A	$749.00	11%	0%

SNOW BLOWER 2-STAG 24"W RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-674

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
7008474	Y	1	$1,258.44	$1,499.00	$1,499.00	N/A	"$1499.00"	16%	0%

MOTOR OIL PLATINUM 5W-30 RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-684

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069229	Y	3	$17.04	$35.99	$29.99	N/A	$29.99	21%-47%	39%

MOTOR OIL PLAT 5W-20 5QT RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-685

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069233	Y	3	$17.04	$35.99	$29.99	N/A	$29.99	21%-47%	39%

MOTOR OIL PLAT 0W-20 5QT RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-686

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069234	Y	3	$17.04	$35.99	$29.99	N/A	$29.99	21%-47%	39%

MOTOR OIL PLATINM 10W-30 RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-687

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069235	Y	3	$17.04	$35.99	$29.99	N/A	$29.99	21%-47%	39%

PZL HIGH MILEAGE MOTOR O RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-688

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069543	Y	6	$3.14	$7.99	$6.99	N/A	$6.99	21%-47%	27%

OIL FILTER PZ161 RED HOT BUY SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-690

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069189	Y	1	$3.48	$7.99	N/A	N/A	N/A	N/A	4%

PZ9A REGULAR SPIN-ON OIL RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-696

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069195	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER SPIN ON PZ38 RED HOT BUY SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-697

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069196	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ-173 RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-698

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8069236	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ 184 1PK RED HOT BUY SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-699

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8070951	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ 182 1PK RED HOT BUY SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-700

Ace No.	Month Long 10/1–10/31	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8070956	Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ 58 1PK RED HOT BUY SUPER AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-701

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8070958	10/1–10/31 Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

OIL FILTER PZ 48 1PK RED HOT BUY AR MAILER

IN LINE

BUY 5QTS, GET ONE FREE FILTER

BLTN NO. 231001-702

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8070959	10/1–10/31 Y	1	$2.79	$6.59	N/A	N/A	N/A	N/A	3%

MULTISRF CLEANR DOG 32OZ RED HOT BUY SUPER AR MAILER

IN LINE

BUY ONE, GET ONE 50% OFF

BLTN NO. 231001-712

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
9082268	10/1–10/31 Y	1	$5.63	$11.99	N/A	N/A	N/A	37%	10%

MULTISRF CLEANR CAT 32OZ RED HOT BUY SUPER AR MAILER

IN LINE

BUY ONE, GET ONE 50% OFF

BLTN NO. 231001-713

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
9082269	10/1–10/31 Y	1	$5.63	$11.99	N/A	N/A	N/A	37%	10%

ACE WILD BIRD FOOD 40LB RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-714

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8315087	10/1–10/31 Y	1	$14.60	$25.99	$20.00	N/A	$20.00	27%	4%

BIRDSEED SONG PREM14#K-T RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-715

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
81068	10/1–10/31 Y	1	$8.84	$23.99	$20.00	N/A	$20.00	56%	4%

BIRDERS BLEND 16LB KT RED HOT BUY CORE, SUPER AR MAILER

IN LINE

BLTN NO. 231001-716

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8248692	10/1–10/31 Y	1	$8.53	$23.99	$20.00	N/A	$20.00	57%	4%

BIRDSEED SONGBRD WB7# KT

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BUY ONE, GET ONE FREE

BLTN NO. 231001-717

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
81053	10/1–10/31 Y	1	$6.03	$16.99	N/A	N/A	N/A	29%	4%

BIRDSEED BIRDERSBLD 8#KT

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BUY ONE, GET ONE FREE

BLTN NO. 231001-718

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8062614	10/1–10/31 Y	1	$5.84	$16.99	N/A	N/A	N/A	31%	4%

NUT&FRUIT BLEND 5LB

RED HOT BUY | CORE, SUPER | AR MAILER

IN LINE

BUY ONE, GET ONE FREE

BLTN NO. 231001-719

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
8123820	10/1–10/31 Y	1	$7.06	$16.99	N/A	N/A	N/A	17%	23%

MOEN KITCHEN & BATH FAUCETS

RED HOT BUY | AR MAILER

IN LINE

25% OFF

BLTN NO. 231001-729 THRU 231001-765

Ace No.	Month Long	BOM	Offer Cost	Regular Retail	Sale Retail	Instant Savings	Final Retail	Promo Margin	Bltn Savings
Varies	10/1–10/31 Y	1	Varies	Varies	25%	N/A	VARIES	VARIES	VARIES

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